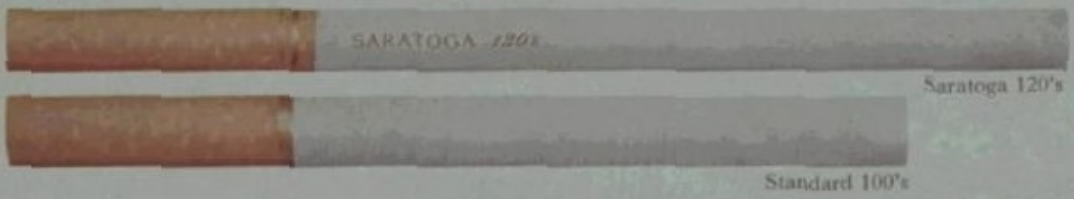
LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 162 (Epperson)—Plate 2—Req. No. 1753—1 page—4/c blend—(7½ x 10¼ in.)—National Magazines, 1975 (A)
Printed in U.S.A.

New from Philip Morris.

Saratoga 120's.

Enjoy smoking longer without smoking more.



Saratoga 120's

Standard 100's

That's the Saratoga idea.

More puffs than 100's. Longer and slimmer than 100's for extra smoking time and pleasure, without smoking more cigarettes.

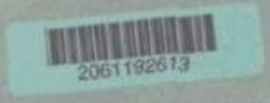
Priced no more than 100's. Rich, full-flavor cigarettes made from fine tobaccos.

More than just a new brand. Saratoga 120's are a whole new idea in smoking pleasure. Look for them in the new 120 mm crush-proof box.

"Getting more without paying more. That's a pretty radical idea."

17 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



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